



## **COURSE DESCRIPTIONS**

### **ENGLISH**

#### **I. English for Students of Anglistik & Lehramt**

#### **II. English for Special Purposes (including Business English, English for Lawyers and UNlcert® courses)**

- Business English I & II (B2+ & C1)
- Vorstufenkurs Jura JAPO §24 (B2+)
- UNlcert® III  
Allgemein/General Jura/Law Wirtschaft/Business & Economics (C1)
- UNlcert® IV-Kurse Allgemein / Jura / Wirtschaft (C2)  
Allgemein/General Jura/Law Wirtschaft/Business & Economics (C2)

#### **III. English for Medicine and Health Sciences**

- Medical English (C1)
- English for Nutrition and Food Science (C1)

#### **IV. Open to All**

##### **International Campus Communication: English for Staff and Students**

- Refresher Courses (A2)
- English for the Workplace Foundation (B1+/B2)
- English for the Workplace Advanced (B2)
- International Communication in English (Incomings) Foundation (B1+/B2)  
International Communication in English Advanced (B2/B2+)

##### **English for Academic Purposes**

- English for Academic Purposes I (B2+)
- English for Academic Purposes II (C1)
- English for Academic Purposes III (C1)

# **I. English for Students of Anglistik & Lehramt**

## **Grammar**

We will examine grammar in both theory and practice. The course will revise and consolidate points already familiar to students, but will also focus on complex issues where even advanced German learners encounter difficulties. A contrastive English-German approach will be used where appropriate.

## **Academic Writing I**

This course is aimed at helping students understand and master the skills required for proficient academic writing. Doing research will not constitute any part of the course: the focus will be on providing the opportunity for sufficient practice in constructing effective introductions and conclusions, formulating workable thesis statements and clear topic sentences, maintaining paragraph unity and – throughout the entire writing process – paying special attention to organisation, coherence, cohesion, register and style. Tasks will vary according to the instructor and class size, however, the course objective remains the same in all cases: promoting writing skills relevant to the academic setting.

## **Academic Writing II**

Students will develop and strengthen their essay writing skills in this course. An overview of research skills, essay organisation, structure, style, register and the appropriate format for publication (MLA Stylesheet) will be provided. During the course, students will practice research, outlining, drafting and writing skills as well as participating in workshops and peer reviews of researched academic essays.

## **Pronunciation**

The overriding aim of this practical course is to improve students' pronunciation. Apart from classroom practice, a basic grounding in phonetics will be necessary, as well as an awareness of a contrastive German/English approach. A variety of conversational exercises will be used to increase fluency in speech and improve natural expression in conversational English. Course book: Peter Roach, *English Phonetics and Phonology*, C.U.P. 4<sup>th</sup> Edition

## **Listening and Speaking**

The purpose of this course is to refine your listening and speaking skills in English. To do so, we will listen to podcasts, news reports, interviews, stand-up comedy, and music and discern how oral English changes. Each of you will be required to participate in class discussions and exercises to reform your pronunciation, rhythm, and passive and active listening skills.

## **Business Communication**

The emphasis in this course is to prepare students for language-based tasks that they are likely to encounter in their future working environments. Students will practise the skills required to deal with professional writing tasks such as drafting e-mails in business communication and will create their own job application portfolio containing a cover letter and résumé. They will also learn techniques for presenting information on a business-related topic in a professional manner.

## **Translation (German-English)**

This practical course aims to improve translation skills and general language awareness at the text level. Since we will be analysing the grammar and style of selected genres and registers, transferable principles will be elaborated. Considerable preparation is essential for each class.

## **Übersetzung (Englisch-Deutsch)**

Dieser Kurs ist eine Einführung in die Praxis des Übersetzens. Wöchentlich werden englische Texte aus diversen Themenbereichen (Tourismus, Wirtschaft, Politik, Kultur, Philosophie, Literatur) übersetzt. Schwerpunkt bilden aktuelle Themen aus den Medien. Anhand dieser Texte wird die Problematik einer

möglichst wörtlichen und zugleich sinngemäßen Übersetzung behandelt. Grammatik und Sprachempfinden sind wesentliche Elemente, die besonders in der Zielsprache Berücksichtigung finden werden.

### **Landeskunde: USA (overview)**

This course offers students a first insight into the culture of the United States and will approach diverse fields such as politics, religion, education, national identity, and way of life. The course material will provide relevant background information on each of the chosen areas and will also address the current status quo in the USA. Students will be expected to prepare topics and materials in advance of each class and participate actively in class discussions.

### **Landeskunde: GB (overview)**

This course offers students a first insight into British culture and will approach diverse fields such as education, politics, the media, national identity, and way of life. The course material will provide relevant background information on each of the chosen areas and will also address the current status quo in Great Britain. Students will be expected to participate actively in class discussions.

### **Landeskunde: USA (seminar)**

By means of class discussions, oral presentations, written responses, as well as text and media analyses, we will examine modern culture in the United States of America. Although our focus will be on the modern (20th and 21st centuries), we will integrate key concepts of America's past into our curriculum in order to allow for the appropriate scope. Our topic areas may include (but will by no means be limited to) politics, education, the arts, the media, identity, mentality, language, geography, religion, or popular culture.

### **Landeskunde: GB (seminar)**

By means of class discussions, oral presentations, text and media analyses, we will examine modern culture in Great Britain. Although our focus will be on the modern (20th and 21st centuries), we will integrate key concepts of Great Britain's past into our discussions in order to allow for the appropriate scope. Our topics will include (but by no means be limited to) political development, the arts, religion, the economy, the media, education, and scientific research.

### **Sprachmittlung für Lehramtsstudierende**

Dieser Kurs wird allen Lehramtsstudierenden im Fach Englisch (vertieft und nicht-vertieft) empfohlen und dient *ausschließlich* der Vorbereitung auf den "Sprachmittlungs"-Teil im Bereich der schriftlichen Sprachpraxis des Ersten Staatsexamens. Die Kursteilnehmer übersetzen wöchentlich aktuelle Texte (StEx-Länge) aus den Medien (1. Kurshälfte), sowie frühere Staatsexamenstexte (2. Kurshälfte). Die vorgegebenen Texte werden von den Kursteilnehmern als Hausaufgabe vorbereitet, wobei die Texte abwechselnd in Kleingruppen nochmal bearbeitet und durch diese im Plenum vorgetragen und besprochen werden. Auf Folgendes wird hierbei genauestens geachtet: auf die Kunst, sich unbekannte Begriffe aus dem Kontext heraus zu erschließen, auf lexikalische Stolpersteine und knifflige Tempus- und Modusfälle, auf den Umgang mit Partizipialkonstruktionen, Metaphern und idiomatischen Redewendungen, und last not least auf ein verbessertes Geschick/Gefühl bei der Einschätzung, *wie* wortwörtlich oder frei die Übersetzung im Staatsexamen sein 'sollte'.

### **Integrierte Sprachkompetenz**

The course aims to help students to prepare for and practise both the *Textproduktion* and the oral sections of the *Staatsexamen*. Participants will be expected to complete a number of *Textproduktion* tasks in order to identify individual strengths and weaknesses. There will be a variety of activities on offer to improve students' awareness of register (levels of formality) and to extend their idiomatic range. Students will also be required to research current affairs in the UK/USA and be able to converse with ease about their chosen topic. Active participation is a key element. This course is for students of *Lehramt Anglistik* only.

## **Examenskolloquium für Lehramtsstudierende: Oral Practice**

This course is designed to prepare students of Lehramt English for the oral component of the Bavarian *Staatsexamen* (LPO 1 §64: *Sprachfertigkeit und Landeskunde/Kulturwissenschaft*). Week by week we will cover major exam topics such as the political system, education, the media, the way of life etc. in both the USA and the UK. We will start each class by examining – for each topic – the relevant historical and socio-cultural contexts in both countries and then move on to current issues. The twofold aim of this course is for participants (1) to increase their knowledge and understanding of the relevant StEx topics and (2) to practice communicating this knowledge and understanding effectively in a challenging but relaxed and conversational setting. Learning enjoyment and achievement rather than exam pressure will fuel the engine of our enterprise.

## **Examenskolloquium für Lehramtsstudierende: Text Production**

This optional course for Lehramt students is designed to build on the writing skills practice and exam preparation for the written *Staatsexamen* from ISK. We will review written task types and, through practice, peer review, and error analysis, create improvement strategies in each of the four areas of evaluation: task fulfillment, coherence and cohesion, stylistic appropriateness and linguistic range, and (of course) accuracy. Course participants will produce a variety of short (150-400 words) texts under time constraint for strict evaluation, and will also conscientiously review the work of others. The ultimate goal is to improve *Staatsexamen* results through a better understanding of the required standards, the grading guidelines, and the examiners' expectations.

## **Examenskolloquium für Lehramtsstudierende: Sprachmittlung**

Dieser Kurs kann entweder *nach* oder *parallel* zu dem Kurs „Sprachmittlung für Lehramtsstudierende“ belegt werden und ist als reine Übung für alle Lehramtsstudierende gedacht, die voraussichtlich am Ende des Semesters das Erste *Staatsexamen* im Fach Englisch schreiben werden. Jede zweite Woche wird im Plenum eine Übungsklausur geschrieben, die dann von der Kursleiterin nach StEx-Kriterien korrigiert und in der darauffolgenden Woche im Plenum besprochen wird. Dieser zweiwöchentliche Rhythmus wiederholt sich das ganze Semester. Somit bekommen Studierende eine kontinuierliche Rückmeldung sowohl auf ihre Schwächen und Stärken als auch zu ihrem Fortschritt. *Ziel* dieser Übung wäre demnach: a) die eigene Leistung zu verbessern, und b) mehr Sicherheit und Gelassenheit im Umgang mit der Prüfungssituation zu bekommen. Am Ende des Semesters besteht die Möglichkeit, an einer „Kombiklausur“ in voller StEx-Länge (4 Std. für Unterrichtsfach, 5 Std. für Vertieft) teilzunehmen, in der beide Teile der schriftlichen Sprachpraxis – Textproduktion und Sprachmittlung – geprüft werden.

### **Für MAIAS-Studierende**

## **Style & Register: Advanced Essay Writing**

This course for all MAIAS students, irrespective of their programme focus, concentrates on acquiring and consolidating the core competencies of academic writing needed at the graduate level. In order to write good academic essays, term papers, research proposals and ultimately their M.A. thesis, students need to master the rules of English rhetoric, exercise logical thinking, present good argumentation, maintain coherence and cohesion, implement proper style and register, and last but not least demonstrate a solid command of English grammar and punctuation. Participants will receive extensive feedback on their writing throughout the course.

## **II. English for Special Purposes**

## **(including Business English, English for Lawyers and UNlcert® courses)**

Für B.Sc. Betriebswirtschaftslehre / Economics / Gesundheitsökonomie / Sportökonomie / Wirtschaftsingenieurwesen Schlüsselqualifikation und B.Sc. Lebensmittel- und Gesundheitswissenschaften (BE 1)

### **Developing Reading Comprehension (BE 1)**

Business English 1 helps students develop text comprehension skills in order to prepare them for course work in their own subject that involves prescribed reading of specialized literature in English. Students will learn to deploy reading-enhancing techniques, allowing them to improve their comprehension of both general ideas and specific details in written texts, while at the same time promoting their reading speed and efficiency. Participants will also continue to develop and expand their knowledge of business terminology and use both orally and in writing. Students will be expected to prepare material for class discussions, participate in class activities and consistently work to improve their reading skills and expand their range of vocabulary. The proficiencies developed in this course will prepare students for both future study in their own field and for the more active use of their language skills in a business environment.

Für **B.Sc. Betriebswirtschaftslehre / Economics / Gesundheitsökonomie / Sportökonomie / Wirtschaftsingenieurwesen Schlüsselqualifikation (BE 2)**

### **Developing Competence in Business English (BE 2)**

Business English 2 builds upon the skills developed in Business English 1 but places greater emphasis on the active use of language in real-world business situations. Students will participate in activities that allow them to practice and gain confidence in speaking as well as writing. Authentic texts, audio and video material, as well as authentic case studies will serve as departure points for discussion, debate, problem solving and decision-making. To ensure that class times are productive for all students involved, participants will be expected to prepare materials in advance of class discussions, participate in class activities and actively work to improve their speaking, listening, writing and reading skills and to expand their business vocabulary. The proficiencies developed in this course will prepare students for real-life situations such as interviewing and internships. The course will also prepare students who intend to continue with English to use their language skills more independently in SF1W Current Business Affairs.

## **Für Rechtswissenschaftler\*innen**

<https://www.gesetze-bayern.de/Content/Document/BayJAPO-24>

### **Developing Reading Comprehension in Legal English (VJ) **JAPO §24****

This course focuses on the needs of Law students who have **NOT** reached the required standard for admission to UNlcert® courses at the Placement Test administered by the *Sprachenzentrum*. Participants will study a corpus of authentic texts relating to law and legal practice as a means of enhancing their reading comprehension skills. Supplementary exercises and class activities will allow students to broaden their vocabulary and improve their grammatical accuracy.

Successful participation is recognized as part-fulfilment (2 SWS = 50%) of the JAPO requirements for admission to the first state exam.

## **UNlcert® III-Ausbildung**

## **Allgemeine Sprachausbildung**

### **Aufbaukurs Allgemein (AKA)**

#### **Practice makes Perfect**

The purpose of this course is to improve their listening, reading, and speaking skills in English. Students will be exposed to nuances of language through inflection, idioms, elision, and humor. By the end of the semester, your English should feel more natural and fluent. We will work with TV episodes, podcasts, newspaper articles, blogs, and interviews to see how English is used natively and organically. Together we will make many, many mistakes and hopefully have a good time.

### **Fachsprachliche Ausbildung**

#### **Aufbaukurs Jura (AKJ)**

**(JAPO §37 Freiversuch)**

#### **Legal English Communication Skills**

Promoting greater accuracy and range of expression are the principal goals of this course. Emphasis is placed on assisting students to develop a wider vocabulary base (including legal lexis) for effective spoken and written communication. English drawn from a variety of practical and professional situations will be used to enhance students' fluency and confidence in their use of idiomatic English. The proficiencies developed in this course will also prepare students for work-related scenarios such as applying for a vacation placement with an international law firm, interviewing a client in English and drafting legal documents under supervision. Exercises based on authentic video and audio materials will help participants improve their listening skills. Relevant points of grammar will be revised as required. Students will also read and discuss texts relating to current legal issues.

### **Aufbaukurs Wirtschaft (AKW)**

#### **Developing Competence in Business English**

This course aims to promote the use of English in the real-world of business and economics. Students will participate in activities that allow them to further enhance their oral and written skills. Authentic texts, audio and video material, and a selection of case studies will serve as departure points for discussion, role-play, problem-solving and decision-making exercises. The proficiencies developed in this course will also prepare students for work-related scenarios such as interviewing and internships. There will be a strong emphasis on vocabulary-building and business communication (e.g. e-mail).

#### **Spezialisierungsstufe 1**

### **Allgemeine Sprachausbildung (SA1)**

#### **Multidisciplinary Discourse**

After spending years learning to craft perfect written and oral texts in their own field of study, many students are underprepared to face the challenges of spontaneous discussion outside their own fields of interest. Multidisciplinary Discourse is a class designed to improve students' written, speaking skills & listening skills by requiring participants to engage in two-way dialogues around current academic topics outside of their own study area. These interactions will be based on shared research material, but will involve the spontaneous formulation and discussion of individual opinions, experiences, and perspectives. The challenges of choosing appropriate academic content (both text and video), creating simple to advanced comprehension and discussion questions, designing group work activities, and leading open ended

discussions on the chosen academic content—all within a limited timeframe—will be addressed. The overriding goal will be to increase students' confidence and foster respect among students within the context of academic discourse in English, while enhancing students' ability to articulate their thoughts in a spontaneous manner. Feedback, both from participants and the teacher, and reflection will be integrated into every activity; in addition, the multidisciplinary nature of the class will help expand the overall linguistic repertoire and, in particular, academic vocabulary of participants.

## **Fachsprachliche Ausbildung - Rechtswissenschaften (SF1J) JAPO §24 und Modul E Bachelor Recht und Wirtschaft**

<https://www.gesetze-bayern.de/Content/Document/BayJAPO-24>

<https://www.amtliche-bekanntmachungen.uni-bayreuth.de/de/amtliche-bekanntmachungen/konsolidierteFassungen/2023/2023-048-kF.pdf>

### **English for Lawyers 1: Introduction to the Anglo-American Legal System**

The aims of this course are to provide an introduction to the English legal system and to develop the language skills relevant to this area of study. English for Lawyers 1 will focus on central features of the legal system, including the common law and the development of equity, the courts and the role of the jury, the doctrine of judicial precedent, the constitution and human rights, as well as the legislative process and statutory interpretation.

## **Fachsprachliche Ausbildung – Wirtschaft (SF1W)**

### **Business Today**

**(not offered in WiSe 25-26)**

This course will use up-to-the-minute business articles from the press as the basis for discussions and a range of activities including trading commodities, making investment decisions, developing new products and deciding on business strategies. The aim of the course is to provide students with the vocabulary required in different business situations, and to enhance capabilities in the areas of listening and reading as well as improving oral and written skills. Students will also choose current business topics which particularly interest them as the basis for their own presentations.

### **Marketing Bootcamp**

**(semester block course)**

This course will simulate the work of a marketing department and will result in the development of a three-year strategic marketing plan for a product or service. Whilst researching and writing the marketing plan and learning the practical application of marketing theory, the normal activities of a marketing department will also be addressed. These will include training courses for the salesforce, customer visits, product management and all areas of marketing communications. We will focus on skills such as writing documents, advertising briefs, press releases and product information, together with presenting and telephone communication. The business competencies acquired are of course transferable across all departments within a company.

### **The Business of Sport**

This course will analyze contemporary issues in sports and the position of various stakeholders. Students will improve their business and technical vocabulary and enhance listening, reading, speaking and writing competencies. Topics to be studied include: serious injuries in contact sports, performance-enhancing drugs, government subsidies, and salary caps.

Students will take part in discussions and presentations during class. In addition, they will play the role of a general manager or a sports agent in a free agency simulation.

### **Investing in English**

This course will use the world of personal finance and investment as a forum to improve English skills. Students will engage with, discuss, and analyze the strategies and ideas of influential investors. Furthermore, students will create their own simulated portfolios and then present and write a report on their investment performance. In addition to improving students' ability to confidently discuss financial topics, this course will also help participants to develop and enhance their writing skills in business and academic contexts.

## Spezialisierungsstufe 2

### Allgemeine Sprachausbildung (SA2)

#### Democracy in the USA

Our course will follow current events, discuss significant policy issues, and explore various facets of the American political system. Each of you will be required to select a political issue to follow during the semester and provide us with updates as legislation is passed and debated. This course will largely be discussion-based, and active participation will be a crucial aspect of your involvement.

### Fachsprachliche Ausbildung - Rechtswissenschaften (SF2J) JAPO §24 & §37

#### English for Lawyers 2: Aspects of the Anglo-American Legal System

This course builds on the competencies acquired by participants in the introductory English for Lawyers 1 course. Emphasis will be placed on consolidating and expanding students' command of Legal English, enabling them to read case reports, prepare case briefs, and articulate their opinions regarding key legal concepts and current issues in Anglo-American Contract, Tort, and Criminal law. Each unit will be centred around the relevant landmark cases.

#### English for Lawyers 2: Legal Argumentation Skills

***NOTE: This course can be taken INSTEAD OF, AFTER or CONCURRENTLY with English for Lawyers 2: Aspects of the Anglo-American Legal System. Successful completion of both English for Lawyers 2 courses qualifies students to register for the UNicert® III examination in Legal English and to earn credit (2 SWS) towards a 'Freischussverlängerung' (JAPO §37).***

This course focuses on developing both oral and written mooted skills in the context of trial advocacy and litigation. Mock cases from the areas of civil and criminal law will be used to develop a range of advanced legal communication and advocacy skills. You will be provided with case materials including witness statements, medical reports, rules of evidence and case-law. The task will then be to create a structured and persuasive case on behalf of your client and to present it to the court. You will be competing against an opposing team and you will also be required to question witnesses in an accurate and effective manner. Skills to deal smoothly and convincingly with demanding judicial questions will also be developed.

Specific communication skills acquired in the course will include:

- Crafting and structuring opening statements
- Persuasive oral presentation
- Questioning of witnesses (direct and cross examination)
- Dealing with judicial questioning
- Applying case-law and rules of evidence
- Effective closing arguments



## **Fachsprachliche Ausbildung – Wirtschaft (SF2W)**

### **Case Studies in Business and Economics**

The course sets out to provide participants with an insight into and practice of some of the decision making processes and analytical skills required to deal successfully with the often conflicting demands facing managers and management teams in today's challenging business and economic environments. A variety of case scenarios and brief case studies will be used initially in order to allow participants to explore, simulate and gain confidence in the approaches and methodologies used in the critical analysis of authentic business and economic cases.

Participants will develop their ability to extrapolate, hypothesise, prioritise and summarise and become familiar with interpreting ambiguous, incomplete information and non-linear perspectives with a view to developing a persuasive and informed case for a particular course of action, decision or solution regarding an authentic or simulated business situation.

The material used will range from brief HR management cases which involve a variety of realistic workplace issues such as appraisals and redundancies to complex case studies of everyday management dilemmas.

In the second phase of the course teams will research, develop and present their own case studies which may focus on an area of interest ranging from developmental global healthcare to economic cases related to emerging economies or a particular business or industrial sector.

### **Presenting Skills for Business I**

In this course, students will study the basic principles of good presenting. The focus will be on practicing and mastering techniques for effective narrative, structure, argumentation, visual support and body language. Theories of effective presenting will be illustrated by analyzing the presenting style of business leaders such as Steve Jobs and Richard Branson. Students will give several practice presentations during the course, all of which will be filmed and analyzed to provide (video) feedback. Assessment will also be way of live presentation.

### **International Business**

This course is designed to equip students with the English skills necessary for doing business internationally. Students will study the key elements of international business; cultural issues, product adaptation for other markets, advertising pitfalls, export and import, international communication (telephone and written correspondence), foreign business travel and working in a different country. Material will be drawn from real companies and supported by articles from leading international business experts.

### **English for E-Commerce: The Online Shop Project**

Course description to follow

### **UNicert® IV-Ausbildung**

<https://www.sz.uni-bayreuth.de/de/pruefungen-und-zertifikate/unicert/index.html>

### **Spezialisierungsstufe 3**

### **Allgemeine Sprachausbildung (SA3)**

### **Academic Writing II**

Students will develop and strengthen their essay writing skills in this course. An overview of research skills, essay organisation, structure, style, register and the appropriate format for publication (MLA Stylesheet) will be provided. During the

course, students will practice research, outlining, drafting and writing skills as well as participating in workshops and peer reviews of researched academic essays.

## **Fachsprachliche Ausbildung - Rechtswissenschaften (SF3J)**

### **Business Law I English for Lawyers 3**

This course builds on the competencies acquired by participants in the introductory Lawyers 1 and Lawyers 2 courses; it aims to prepare students for professional activity in an international business environment by equipping them with the necessary linguistic skills and relevant knowledge of the Anglo-American legal system. Students will be expected to research, study and discuss the relevant statutory and case law and apply this to sample cases; they will be asked to read and interpret specimen documents and to formulate legal opinions for potential 'clients'; they will also be required to present legal arguments in simulation exercises, thus relating the principles of business law to the current practice. Particular attention will be paid to expanding participants' business and legal vocabulary and enhancing their powers of logical expression, while consolidating their general communicative competence and rhetorical skills. The course will focus on the following key areas: Company Law; Business Transactions and Contract Law; Intellectual Property Law.

### **Business Law II English for Lawyers 4**

This course complements, but can be taken before, after, or concurrently with, English for Lawyers 3. The course will have a similar format to English for Lawyers 3 and will focus on the following areas: Business and the Law of Torts; Criminal Liability in Business (Fraud); Consumer Protection.

### **Mediation for Lawyers English for Lawyers 5**

This course will focus on an increasingly important part of the Anglo-American legal system, that of alternative dispute resolution (ADR). The escalating cost of court proceedings has served as an impetus for potential litigants to resort to ADR and, in particular, to mediation – the use of a neutral third party to assist disputants in reaching a compromise. Mediation currently plays a key role in the settlement of disputes between business partners in the international arena. Students will be encouraged to apply the legal and linguistic knowledge they have acquired in previous *English for Lawyers* courses as they explore the theoretical issues involved in ADR/mediation. In the practice-oriented part of the course participants will have the opportunity to enhance their oral (negotiation) skills in simulation exercises based on authentic case material. A variety of follow-up writing assignments will help to consolidate lexical and grammatical competence.

### **Advanced Mooting (English for Lawyers 6)**

This course will build on the mooting skills developed in the Moot Court course. A wider range of mooting techniques will be learned and applied to standard trial and appeal court formats using real cases from the UK and US. The focus will be on the creation of structured and persuasive oral argumentation, dealing skillfully with judicial questioning, effective witness examination, and confident presentation skills and body language. Students will make several practice moots during the course, which will be filmed and analyzed to provide individual (video) feedback.

## **Fachsprachliche Ausbildung – Wirtschaft (SF3W)**

### **Presenting Skills for Business II**

(SoSe only)

**NOTE: Successful completion of Presenting Skills for Business I is NOT a requirement for participation in this course**

A comprehensive range of presentation techniques will be studied, acquired and applied to a standard presentation format. In addition, oral soft-skills will be developed for a variety of situations where effective presenting is essential - such as job interviews, meetings, and social interaction. The course will allow students to acquire the flexibility required to present persuasively on any topic in any situation. Live tasks and video feedback will be provided throughout the course. Assessment: Skills application and task fulfilment 25%; Organisation, coherence and cohesion 25%; Stylistic range 25%; Linguistic accuracy 25%

## **Corporate Consulting**

**(SoSe only)**

This course will give students the opportunity to learn and apply strategic consultancy skills within the context of real-life business case studies drawn from the English-speaking world. In an interactive, multi-media learning environment, students will be encouraged to research and analyse a corporation's specific objectives, problems and opportunities using a variety of consultancy tools, and then to effectively communicate their solutions in a wide-range of situations including presentations, meetings, negotiations, and written position papers.

## **Public Relations**

**(WiSe only)**

Public Relations (PR) is essentially the art of image creation and image manipulation. This course will focus on PR as a method by which a corporation can attempt to build and maintain a positive public image of itself – even in the face of bad news and a hostile environment.

A variety of well-known PR campaigns and disasters will be analysed in order to identify the most effective communication strategies that a corporation can use to protect and improve its public image. Specific communication techniques of persuasion and influence, such as neutralizing negative information and issue reframing, will also be studied in detail.

Students will then apply the theory to practice by working with a selection of 'PR disaster' case-studies involving corporations such as Wal-Mart and McDonalds. The aim will be to design and present the PR communication strategy that would best reframe the debate in the corporation's favour, while rescuing its public image.

## **Advanced Debating Skills for Business**

**(WiSe only)**

This course will teach the rhetorical skills required for effective debating. The theory of rhetoric will be studied and the methods of great debaters and communicators from past and present will be analyzed and modeled. Emphasis will be placed on applying theory to practice in a competitive environment across a range of topics. Students will learn the techniques necessary to be able to argue a position confidently and convincingly against an opponent and in front of an audience, whether in job interviews, oral examinations or negotiations. Students will make several practice debates during the course which will be filmed and analyzed to provide individual (video) feedback.

## **Landeskundeseminar**

### **Landeskunde USA: Politics, Culture & Society**

The purpose of this course is to improve your understanding of American culture by more closely examining a number of socio-political topics. Each of you will be required to select an arena in American culture to follow during the semester and provide us with micro-lessons as if you were in charge of the classroom. This course will largely be discussion-based, and active participation will be a crucial aspect of your involvement.

### **III. English for Medicine and Health Sciences (EMHS/C1)**

#### **Medical English**

(not offered in WiSe 25-26)

This course will focus primarily on communication exercises aimed at expanding medical vocabulary and enhancing the verbal skills required for everyday life in the medical field in English speaking countries. Lessons on understanding articles from leading medical journals as well as on writing medical papers will also be included. You will also learn about healthcare systems in English speaking countries. Medical English is the perfect support for your study or internships abroad. In a more and more globalized world being able to communicate with your patient in a universal language is a necessity.

The course will allow students who plan to spend a period of study at an English-speaking university or complete an internship/elective abroad to systematically hone their language skills. Participants who achieve a grade of 2.0 or better in Medical English will be eligible to receive a (DAAD) language certificate at CEFR Level C1; participants who pass the course but score less than 2.0 will be eligible to receive a (DAAD) language certificate at CEFR Level B2 [DAAD uni-bayreuth.de](https://www.daad.uni-bayreuth.de)

#### **English for Nutrition and Food Science**

This course aims to provide you with the skills necessary to understand, analyse and discuss in English various aspects of Nutrition and Food Science. We will start with biomedical and dietary basics, nutritional recommendations and protocols, and then move on to such areas as food technology, food law, food safety, food chemistry and, more generally, planetary health. Participants will be asked to select and present for class debate relevant articles from leading journals in the field. Special emphasis will be placed on expanding vocabulary and promoting greater confidence and fluency in spoken communication. We will also practise writing texts on consumption, nutrition, waste & dietary planetary health aimed, in particular, at Gen Z and other lay audiences.

The course will allow students who plan to spend a period of study at an English-speaking university or complete an internship abroad to systematically hone their language skills. Participants who achieve a grade of 2.0 or better in the course will be eligible to receive a (DAAD) language certificate at CEFR Level C1; participants who pass the course but score less than 2.0 will be eligible to receive a (DAAD) language certificate at CEFR Level B2 [DAAD uni-bayreuth.de](https://www.daad.uni-bayreuth.de)

### **IV. Open to All**

**Ohne Einstufung | Placement Test not required**

(keine UNIcert®-kurse)

**For Staff and Students (EW)**

**Re-fresh Your English (A2.1)**

Course description to follow

**English for the Workplace Foundation (B1+ / B2)**

English for the Workplace is a practical course that will offer participants the opportunity to refresh and develop their English skills in a relaxed setting. Particular emphasis will be placed on enhancing the competences required when interacting through the medium of English in cross-cultural scenarios typically encountered on campus. Course members will be able to participate in role plays, negotiations and telephone/videoconference communication. Written tasks will primarily include dealing with e-mail correspondence.

## **English for the Workplace Advanced (B2+)**

This course will consolidate the skills acquired at foundation level, with a continued emphasis on improving communicative competence in a professional environment. Course members will be encouraged to communicate with each other using the structures and vocabulary they have acquired, while training the four language skills of listening, speaking, reading and writing. There will be a strong focus on dialogue, role-plays and active participation in case studies, but more formal language exercises will also be included. Further practice in written tasks such as e-mails will be provided.

## **For International/Erasmus students (ICE):**

### **International Communication in English – Foundation (B1+/B2)**

This course focuses on assisting students to develop a wider vocabulary base and greater grammatical and idiomatic competence for effective spoken and written communication in an international environment. It takes students from B1 to B2 level of the Common European Framework

Course book: Details to be announced in the first session.

### **International Communication in English – Advanced (B2/B2+)** (not offered in WiSe 25-26)

This course focuses on enhancing the communicative competence of international students who have already reached B2 level (CEFR). Participants will thus have the opportunity to acquire the skills required to engage in authentic academic discourse through the medium of English.

Course book: Details to be announced in the first session.

## **English for Academic Purposes (EAP I/B2+)**

### **Gateway to Academic English**

This class is designed to support students as they acquire the English language skills necessary for successful participation in academia. The typical tasks of an academic include: listening to lectures and presentations; reading primary and secondary reference materials; writing essays, proposals, and research papers; and communicating with peers and academic colleagues. In the accompanying course book, all of these tasks are modeled, analyzed, and discussed on the basis of authentic texts and scenarios. The class is structured so as to use the English language as a tool to improve critical thinking skills. These critical thinking skills (comparing and contrasting, analyzing and categorizing, explaining change and logical connections, describing order, measurement, discovery, and abstract expressions, etc.) are facilitated by an English language “toolbox”. Along with the toolbox, academic vocabulary and grammar will be elaborated and consolidated through short, varied, and effective language activities.

Course book: Details will be announced in the first session.

### **English for Study Abroad**

This course meets the needs of students who plan to spend a study term at an English-medium university. Participants study a sample set of College Admissions Essays and proceed to create and customize their own versions. They also learn how to formulate an effective application for a place at a university of their choice and draft an appropriate letter of motivation. By providing participants with the opportunity to practice their English listening, speaking, reading and writing skills, the course also serves as useful preparation for the English language tests required by such bodies as the German Academic Exchange Service (DAAD). Based on their own research, students also analyze and discuss key features of English-speaking academia.

## **Academic Presentation Skills**

(not offered in WiSe 25-26)

Students learn how to plan, prepare, practice and deliver a well-organized presentation. They receive guidance on how to develop the content of each stage of the presentation and how to highlight essential points. They practice using standard rhetorical phrases, soliciting and retaining audience attention and dealing with questions from the floor. They also receive advice on how to avoid typical errors in English, improve their English pronunciation and intonation, build confidence, and overcome nervousness when facing an audience in the target language. Special focus is placed on developing and expanding standard academic vocabulary. Participants likewise learn to create effective visuals to support their individual pitches.

## **Reading Research in English**

The overall goal of Reading Research in English is to expose students to reading techniques that will allow them to become independent learners. Participants will study a selection of texts sourced from typical undergraduate science degree programs (e.g. Biology, Chemistry, Physics, and Earth Sciences). This corpus will feature two distinct academic genres, namely, *primary* literature in the form of journal articles and *secondary* literature in the form of scientific textbooks (the latter naturally being tackled in the first part of course). By understanding both the purpose and target audience of these two academic genres, as well as applying the reading and language skills covered in class, students will improve their ability to efficiently and accurately read, process, take notes on, and retain the content of scientific texts. The class will also focus on developing a 'customized' lexicon of the vocabulary typically used in scientific and technical texts.

## **Weekly Writing Workshop**

Writers write. This simple, yet powerful, statement will be one of the fundamental principles of Weekly Writing Workshop. This class will focus on the tasks of writing, editing, and peer review. Class time will be dedicated to students giving each other spontaneous and live feedback using a scoring sheet. Every week, students will have the opportunity to compete in the "Who wrote it best and why?" collegial competition. Though the writing assignments will be thematically open-ended, students will nonetheless be expected to pay particular attention to lexis, grammar and the 'mechanics' typical of academic writing. Through constant feedback and diagnostic activities, students will naturally build an understanding of their own strengths and weaknesses in writing. A new writing assignment each week will allow students to produce original content with, possibly, a little research and a lot of creativity.

## **Talking Shop: Controversies, crises and conflict in the scientific community**

In our talking shop students will have the opportunity to improve their scientific communication skills. The emphasis will be on public speaking, spoken and written argumentation. Without slavishly adhering to specific rules and conventions, we will practice the essential components of public debate such as motion formation, assertion, reasoning, providing evidence, active listening, rebuttal, and asking open-ended questions. We will also learn to recognize and tackle typical argumentation ploys (e.g. ad hominem attacks, strawman arguments, or false equivalence).

## **Chat GPT & Co: Generative AI in Business Communication**

Course description to follow

**English for Academic Purposes (EAP II/C1)**  
**(For students who have successfully completed (or been exempted from) at least one EAP I course.)**

**Scientific and Technical Writing**

This course seeks to impart the means and methods of enhancing the readability and effectiveness of a scientific or technical research paper. Emphasis is placed on improving students' linguistic accuracy and developing their command of style and register. International publishing conventions as well as the role of referees in the publication of a research paper are explored and explained.

**English for Academic Purposes (EAP) III**

**(not offered in WiSe 25-26)**

**Colloquium for Doctoral Students**

This course will give doctoral students the opportunity to discuss and present their work in English. Learning and applying various communication techniques and skills, students will be able to better explain and defend their research in an academic environment.